

# Academic changes offer students more choice, flexibility this September

by Neil McGillivray

Students will get a broader education, more self-directed learning, and more course options as part of a larger academic restructuring at George Brown.

The curriculum and scheduling changes, which will eventually affect all full-time, part-time secondary students, will be phased in starting this fall, according to academic vice-president Maureen Callahan.

The college is now planning full implementation of general education and generic skill content in every program to supplement vocational, or job-specific, courses, she says.

While some programs already meet the college's standards for generic skills — which includes communications skills, mathematics and computer literacy — and general education — which include humanities, sciences and social sciences — some do not. Introducing more general education will also mean that more students will be able to choose between a larger number of courses as electives.

## New semester structure

Students will also spend more time out of class in a new semester structure, known as 7-1-7, to be introduced this fall that breaks up each semester into two, seven-week class sessions divided by a week that students can use for research, team projects, work experience, independent study and other activities related to their curriculum and employment goals. Currently the standard college semester is 16 weeks of classes.

The new semester structure was selected by the 1995/96 George Brown Student Association Board of Directors from three possible new academic-year configurations.

"In addition to engaging students to become more of a partner in their learning, the academic year structure will give the college the ability to expand program offerings in the May to August period, enabling those students who wish to, to study year-round and accelerate their program," says Callahan.

"It will also create more opportunities for students to catch up on missed courses or to prepare for college programs by brushing up on their math or communications skills," she says.

These changes are being

made easier by an academic reorganization that reduces the number of faculties from six to four and integrates access, generic skills, and general education into each faculty.

The four faculties are:

- **Community Services and Health Sciences** The former Faculty of Community Services and Faculty of Health Sciences are now combined in one faculty under dean Michael Cooke.
- **Business and Creative Arts** The former Faculty of Business and Faculty of Creative Work are combined under new dean Don Graves, who joined the college from Sheridan College in late March. (See profile on page 3.)
- **Science and Technology** is now headed by dean Joy McKinnon, who joined George Brown in mid April from Algonquin College in Ottawa. (See profile on page 3.)
- **Hospitality and Tourism Centre**, which was formerly called the Hospitality Centre, will add tourism programming in the coming years. The centre, at 300 Adelaide St. E., remains the responsibility of dean Brian Cooper, who will split his time between the centre and an expanding college focus on fund raising.

Combining faculties will increase effectiveness and enhance synergy between academic disciplines, says academic vice-president Maureen Callahan.

For example, the combined Faculty of Business and Creative Arts could provide better business training for budding entrepreneurs in arts and craft fields while at the same time allowing creative fusion between marketing and graphic design students, who work closely together in industry, she says.

## Access changes

The former Faculty of Access and Academic Studies has been eliminated and its programming and staff have been divided among the current four divisions in an effort to expand access programming across the college, says Callahan.

"We are trying to have access become a focus of the entire college and not just one division," she says.

Each faculty can now develop programs that prepare students for college study with special

programs such as a General Arts and Science Pre-Audition program for aspiring theatre students, says Callahan.

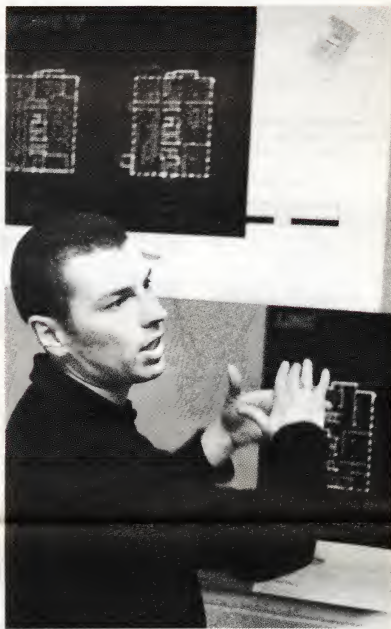
## Schools and councils

Generic skills and general education courses will now be offered by four new Schools of Interdisciplinary Studies located within each division.

"It is hoped that these vital components of every program will become more closely integrated into program development and design," says Callahan.

The college is also establishing four Interdisciplinary Councils to make recommendations to the college about curriculum changes and developments in mathematics, general education, English, continuing education and English as a Second Language.

The changes in college academic directions and structures, which were initially announced last fall, stem from a year-long process of consultation and studies with staff at all levels of the college including open meetings held at all campuses in the spring of 1996. "The process of implementation has been ongoing and will be completed at the end of this academic year," Callahan says.



**DARTNELL AVENUE FACELIFT** — Third-year Architectural Technology students were asked to create a new design for the 37 Dartnell Ave. building at Casa Loma campus in a competition that is also an annual final project. Students Bill Lazarakis, Laura Price, Peter Rende and Allison Linsley won first place, based on their use of space, exterior design, feasibility, clarity of presentation and originality. Industry representatives and George Brown faculty chose the winners when students displayed their work at an open house April 9 at Casa Loma. Here, student Sal Birritori explains his designs.



**COUNTDOWN TO 2008** — Three-time Olympic medalist, cyclist Curt Harnett (centre) was one of the guest speakers at Grabbing the Rings, an April 8 symposium on the impact of the Olympic games, organized by students in George Brown's Sport and Event Marketing program. The event — a class project — was held at Wayne Gretzky's restaurant and drew 200 industry professionals, media representatives and George Brown staff and students. Speakers included Paul Shugart, the executive director of marketing for the Canadian Olympic Association and David Crombie, chair of Toronto's Olympic bid committee for 2008. Toronto and Vancouver are vying for the right to become the Canadian city that bids for the Olympic Games, against at least 12 countries. Harnett is pictured here with Sport and Event Marketing students Brendan Fyfe (left) and Jeff Rockwell.

# George Brown athlete brings home the silver

A George Brown badminton player led the way in varsity competition this season, placing second in provincial competition.

Central regional badminton champion Victoria Peace won a silver medal in the Ontario College Athletic Association (OCAA) finals, while Lisa Nguyen narrowly missed the medal play-off. Peace was unable to move up to the national finals after suffering a knee injury at the provincial event.

In women's basketball, the Huskies beat out Fanshawe College to move on to the provincial finals. The Huskies were defeated by OCAA champions Durham College in the semi-finals, and lost out to Seneca for a bronze medal finish.

In men's indoor soccer, George Brown played at the regional finals held at Centennial in March. Although they qualified for the provincial finals to be held later that month, a late decision to disqualify a team that George Brown had defeated at the regional event pushed the Huskies out of the provincial finals. The women's indoor soccer team ended their season at the regional finals as well.



Athlete of the Year Henri Velha.



Athletes of the Year Jason Dawkins (left) and Henri Velha with George Brown president Frank Sorochinsky.

the OCAA women's basketball coach of the year. Men's soccer coach Rick Morandini was the OCAA central west regional coach of the year. Victoria Peace was recognized for the OCAA badminton silver medal, while women's basketball player Treisha Hylton was awarded as the OCAA (central) league all-star.

The women's basketball team was presented the OCAA Via Rail Team of the Week award, and Roberto De Barros and Ayman Abdelrahman were OCAA league all-stars for the central region in men's outdoor soccer. Helen Nassar and Leanne Farman were OCAA league all-stars in women's outdoor soccer.

George Brown's most valuable

players included: men's basketball – Jason Dawkins, women's basketball – Tricia Warwick, men's volleyball – Keith Saulnier, women's volleyball – Marcia Scott, men's indoor soccer – Roberto DeBarros, women's indoor soccer – Alisha MacKay, men's outdoor soccer – Ayman Abdelrahman, women's outdoor

soccer – Helen Nassar, badminton – Victoria Peace and baseball – Andre Contreras.

What's coming up? In celebration of the college's 30th anniversary, the Athletics staff are organizing an Athletics Alumni homecoming at Toronto's Marriott Eaton Centre Hotel on Oct. 3 and 4, 1997.



Athlete of the Year Jason Dawkins.

## Student Association fees will increase by \$15 this September

Students attending George Brown in September, 1997 will pay an additional \$15 each — a total of \$120,000 — in Student Association fees.

According to Susan Deak, president of the Student Association, the increase in fees will provide more on-campus job opportunities for students, expand food banks and women's centres to all three campuses, and establish longer hours for the SA's in-house library.

This is the first increase in the SA's \$1-million budget in eight years. Currently, each student pays \$100 a year, with \$37 going to the Student Association's 35 programs and services, \$45 to athletic, student life and housing services, \$15 to the building fund, and \$3 to a contingency fund. The increase will bring the SA program and services part of the budget up to \$52 per student.

Even with the September increase, George Brown's SA fees are the second lowest of the five colleges in the Metro Toronto area, Deak says, just above Seneca's \$97 fee.

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# College welcomes two new deans

## Dean of Science and Technology, Joy McKinnon

In the fast-paced world of technology, a college has to be able to respond to changes in industry. That's the view of Joy McKinnon, George Brown's new dean of Science and Technology.

"Our future depends on aligning our programming with growth sectors," she says.

George Brown staff have already done a good job in identifying some areas of technology that will be growing in coming years, including information technology, environmental systems and mechanical engineering, she says.

"The challenge facing the faculty now is to develop the right forms of education and the



strategic alliances with industry that will allow it to meet industry needs for appropriately trained staff, McKinnon says.

McKinnon comes to George Brown from Algonquin College in Ottawa, where as chair of its Electrical, Mechanical and Manufacturing Department she led a team that forged a partnership with the computer company Digital Equipment.

Colleges can attract industry partners because only they can provide accredited courses and programs, and help establish occupational standards, she says.

Industry support for the standards provided by apprenticeship training could give that currently embattled form of training — which combines on-the-job learning with classroom instruction — a new lease on life, she says, adding that apprenticeship programs could be an important entry point into a seamless system of training.

McKinnon has worked in training since graduating in 1978 from McMaster University in Hamilton with a BA in French and English. She has been a liaison officer with the Ottawa-Carleton Industrial Training Council, and operated her own consulting company. She joined Algonquin as chair of the Building Trades Department in 1989.

McKinnon is married and has a five-year-old son.

## Business and Creative Arts dean, Don Graves

According to Don Graves, George Brown has what real estate people value above all else: location, location, location. "The new dean of the Faculty of Business and Creative Arts says the college has a distinct advantage with downtown campuses that are close to the heart of both Canada's business community and its creative and performing arts sectors."

"The value of that strategic location can be reinforced with the development of programs in particular fields or niches, and by more effectively marketing the college."

"Colleges are a well kept secret and George Brown is no exception," he says.

## George Brown helps TVO develop friendly workbook for parents

The television station that has made "Polkaroo" a household name among parents of young children has teamed up with George Brown to help people improve their parenting skills.

TV Ontario and the college's



Graves comes to George Brown after 25 years at Sheridan College in Oakville, Ontario, where for the last decade he headed its internationally renowned Faculty of Arts.

Starting at Sheridan as a music and English teacher — after working as a musician and singer — he was a key player in the development of its now-famous music, theatre and com-

puter animation programs — the last of which is considered among the best in the world and a model college program.

He says he was attracted to George Brown by the opportunity to head both business and creative arts faculties at George Brown — which had previously been separate divisions.

"(Combining these faculties) is the one thing I would have liked to do at Sheridan. There has never been a strong bridge between business and the arts."

There are good reasons why that bridge should be built, Graves says. The broadly defined arts and cultural sector is currently the third-largest industry in Canada and will be an important element in tourism and economic growth, he says.

Graves lives in Burlington with his wife, who is a grade-school teacher, and a daughter who is finishing high school. An older daughter is studying at the University of Toronto.

honoured parenting challenges such as shopping with children, bed times and meal times.

TVO, their community partners and government agencies are distributing the workbook. Call TVO's Sandy Francis at 484-2600, ext. 2519 for a copy.

How Do You Rate As A Parent? encourages parents to rate themselves on 60 statements such as: "My rules stay the same from day to day, whether I am in a good or bad mood, and whether I am in a hurry or not" and "My child and I play together just for fun." It also includes practical tips for time-

honoured parenting challenges such as shopping with children, bed times and meal times.

TVO, their community partners and government agencies are distributing the workbook. Call TVO's Sandy Francis at 484-2600, ext. 2519 for a copy.

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### Correction:

In the April 1997 issue of City College News, a typographical error in the President's column left out the full name of George Brown alumni, musician and poet Michael St. George. We apologize for the error.

## FRANK SOROCHINSKY



On Wednesday, April 9 the Board of Governors approved the budget for fiscal 1997-98. This event in itself is not remarkable, but the fact that we were able to present a balanced budget and one which results in minimal disruption to staff, most certainly is.

There is no question that financial viability has been a key issue for George Brown over the past year and more. Despite the fact that we were faced with the most significant financial challenge in the history of this college, we have been able to finish the past fiscal year in a better financial position than our committed plan. At the same time we have been able to embark on a strategic direction that provides a framework for building a future that includes financial and employment stability as key objectives.

While the challenges we faced this year cannot compare to those we faced at this time last year, presenting a balanced budget was not without its difficulties. In fact, it was only possible thanks to the flexibility, innovation and sheer work of faculty and staff from across the college. We have been able to not just present a balanced budget that is fiscally responsible, but we have been able to do this with minimal disruption to staff. This is crucial. We will need highly qualified faculty, support staff and administration to carry out our strategic plan and help us grow.

We have provided funds to increase our investments in instructional equipment, learning resources centres, Learning Innovations and Academic Development, professional development and information systems. We have longer term plans in place to eliminate the deficit, increase revenues from non-government sources and improve our market share. The college must make a strong commitment to all these areas in order to build on past achievements, implement the strategic direction and successfully position George Brown to meet the challenges of the future.

In short, we have come a long way in a relatively short period of time, but we have much more to do and I look forward to doing it with you.

On a related note, I'm pleased to report that the sale of our former Kensington campus was finalized in April. The new owners plan to convert the property to a mixed-use residential and commercial development.

The college put the property up for sale in February, 1996 as part of our Master Facilities Plan to eventually consolidate our operations at St. James and Casa Loma campuses.

Frank Sorochniksky is president of George Brown College.

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# "Decadence" on centre stage at Smirnoff national fashion awards

## George Brown student is one of 15 Canadian finalists

The fashion designs of George Brown student Nathaniel Jameer will compete on a national stage in May at Canada's prestigious Smirnoff International Fashion Awards.

The second-year Fashion Technology and Design student was one of ten George Brown students who entered the Canadian level of the seventh annual Smirnoff competition. He was chosen as one of 15 finalists from among more than 400 entrants from across Canada who created fashion designs based on the theme of "decadence."

Jameer submitted a 200-word interpretation and colour sketches of designs that adopted the process of hand etching to create texture on gold and mauve mulberry paper. Demonstrating his belief that designers need to conserve the environment, Jameer said he used mulberry and hemp because they are annual, regenerating crops. He also combined architectural lines, modern clothing designs and the shapes of contemporary machines to deliver a message of "replenishment and promote alternatives



**ALMOST READY** — Jameer puts the final touches on one of his silk dresses that appeared in George Brown's fashion show, Final Cut, held April 24 at Casa Loma. The model is student Stephanie Perry.

for the ending of the decade, century and millennium."

Jameer says he chose gold as a colour for his garments to represent not only decadence but also "the golden age of replenishment" — an improving economy, improving standards of living and the middle-class struggle in "keeping up with the Joneses."

Jameer, who will graduate this spring from George Brown, says the competition has "been a lot of hard work and diligence.

Even if I don't win, I feel like I've already won because I've made it this far." He competed in the Smirnoff competition two years ago when he studied fashion at Sheridan College, and says that now that he's graduating from George Brown he's ready for fashion industry experience on the road to opening his dream small-business: matching clothing for pets and their owners in netting, fun-fur and leather.



**THE GOLDEN AGE** — George Brown student Nathaniel Jameer submitted these sketches (in colour) with fabric swatches to show his designs at the Canadian Smirnoff International Fashion Awards.

"I don't want to become a big designer — I'm no Wayne Clark. I'd like to move up North (in Ontario). It's great for designers to move south (to the U.S.) or to Europe but I want to support Canada. It's not the '80s, it's a new millennium and it's time for Canada to recognize Canada."

Jameer's designs — which are still getting finishing touches behind closed doors — will be judged with the other national

finalists on May 26 at Government, a Toronto night club. If he's successful, his work will represent Canada at the Smirnoff International Fashion Awards in November in London, England where student designers from more than 30 countries are expected to compete. The winner takes home a prize of £10,000 (English pounds) and wins a work placement at London's Central St. Martin's School of Art.

## Jordanian teachers discover technology trends — and cold weather — at George Brown

Canada has offered a look at new technologies, a taste of Western eating trends and a lot of cold weather for eight teachers from Jordan studying at George Brown College.

Their studies are part of a

program to improve vocational education in their Middle-Eastern country where they teach fashion design and production, hairdressing and cosmetics, electronics, and food and beverage management.



While in Toronto for a training program at George Brown, Jordanian teachers visited a number of area tourist sites. Here, Bassel AL-Babbas and Jehad Abu Sharkh take in the view at Jordan, Ontario, near Niagara-on-the-Lake.

Auto Mechanics teacher Mohammad Trade says the 21-week program — which includes taking part in George Brown classes and auditing others — will help give insight to his faculty and students on the developing Jordanian electronics and automotive market.

"(Most of) the cars here in Canada use computers and the engines are electrical, but we still use the carburation system. We prefer manual transmissions, but you prefer computerized," Trade says.

"There is also the difference between a hot and a cold country. We need air conditioning and here we need ABS brakes."

Hospitality teacher Bassel AL-Babbas says he notices a number of differences between Canada and Jordan when it comes to the education system and the hospitality industry. Unlike Canada, Jordan has few fast-food restaurants. "I am shocked," he says, "by the number of franchises and

the opportunities that fast-food has created." His secondary school technical program in Jordan offers training for the hotel and food and beverage industry that's akin to an apprenticeship, with work placements and courses offered over three years instead of a semester system.

Cosmetics teacher Samira Abu Laban says she's learned new make-up applications and discovered new trends that can be used in her classes at home. "We have the same facial equipment, for example, but now I have learned new ways to use it," Abu Laban says.

Some techniques are uniquely Western, she says. "The French manicure, I have seen it here, but there is no market for it in Jordan. It isn't done."

What's their biggest complaint about Canada? The cold weather.

"We had to fast for thirty days of January for religious reasons (Ramadan) just three days

after arriving in Canada. It is very difficult to do in the cold," says Alawneh.

The group of 14 — six who went to Calgary and eight at George Brown — were chosen from more than 1000 teachers in Jordan's 38 centres or vocational institutes.

George Brown Faculty of Technology teacher Shon Sorensen leads the project for George Brown, which includes supervising some additional training for part of the group at Centennial College, and training for the additional six teachers at the Southern Alberta Institute of Technology in Calgary.

The program is part of a multi-year Canada/Jordan Economic Development Technical Skills project, funded by the Association of Canadian Community Colleges. Four of the Jordanian teachers departed April 10, while the others remain until May 29.

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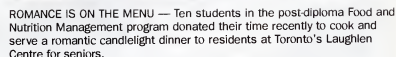


## OCAS reports 3.6 per cent increase as of mid-April

According to George Brown's director of student and management information systems, George Burton, the increase translates to a total of 21,332

But, Burton cautions, there are many ways to interpret the figures in the OCAS report. For example, some Ontario colleges have chosen to decrease enrolment for

George Brown has an enrolment target of 5,182 students in full-time, post-secondary programs for September, 1997. Another 2,000 students will enrol in other college training including apprenticeship, post-diploma and programs with non-traditional start dates.



The students offered their help after Laughlen Centre employee — and 1995 Food and Nutrition Management graduate — Jari Keskitalko spoke at George Brown in January. Student Jamie Lang designed the menu and organized other volunteers for the March event, which was attended by 40 residents and guests.

Food and Nutrition program co-ordinator Kay Hamilton says she hopes students in the program will volunteer at the dinner again next year, making it an annual affair. Here, students Rob Hewitt and Jamie Lang are at work in the Laughlen Centre kitchen.

More than 3,000 continuing education students at George Brown give their instructors top marks, according to recently released survey results.

Twenty-four of 70 questions on the provincial survey of continuing education students, completed in the fall of 1996, focused on teaching and learning. Students were asked to rate their satisfaction with course content, assignments, teaching methods, materials, courtesy and respect.

Susan Horne, Continuing Education chair, says 95 per

cent of the instructors at George Brown were rated as either good or excellent — the highest of any college in Metro Toronto.

Other findings include:

- 14 per cent of students say they registered at George Brown because of our reputation, although the average was 3 per cent for other provincial colleges.

- Eighty-three per cent of students at George Brown say they would recommend a course to a friend with the same interests.

- More and more women are taking continuing education

courses at George Brown. Sixty per cent of continuing education students were female in 1993, and 70 per cent were female in the 1996 survey.

- In 1993, 20 per cent of students had a university degree. That number jumped to 37 per cent in 1996.

Horne says the results — which were released earlier this year — will be used to “help the college recognize our success related to classroom instruction and improve services to students.”



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## UPCOMING EVENTS

### MAY 7

George Brown is participating in Business Opportunities '97, a trade show and business fair at the Sheraton Toronto East Hotel and Towers in Scarborough (Kennedy Rd. and Hwy. 401), from 1-9 p.m. More than 40 participants will take part in this second annual event, organized by Scarborough-Agincourt M.P. Jim Karygiannis. Admission is free.

### MAY 12

Free Career Planning Workshop for prospective students, led by Lisa Trudel, 6-9 p.m. Sponsored by the Communications and Marketing Department. Call 415-2900, ext. 3444 to reserve.

### MAY 15

George Brown President Frank Sorochinsky hosts members of the 20-year club at Siegfried's

Dining Room from 4-7 p.m. Members who need more information can contact Roberta Oulahan at 415-4473.

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## NEWS SHORTS

### FITNESS INSTRUCTOR WINS NATIONAL AWARD

Fitness and Lifestyle Management teacher Ruth Hanton has been named the 1997 recipient of the national Mall Peepre Memorial Award in recognition of her contributions to fitness leadership.

Hanton, who has taught at George Brown since 1983, has been involved in fitness leadership for almost 20 years as a

trainer, consultant and writer. She is the senior fitness leader at the University of Toronto's Athletics Centre, a Fitness Ontario Leadership Program trainer and author of *Times Two - A Prenatal Guide for the Active Woman*.

The award was presented by the National Fitness Leadership Advisory Committee (NFLAC) in March after Hanton was nominated by her colleagues at George Brown.

### CONNELL WINS SEAT ON BOARD OF GOVERNORS

Second-year Electrical Engineering Technology student Anthony Connell is George Brown's new student representative on the Board of Governors.

Connell won the seat in an elections held April 10, with 73 per cent of student votes. His term of office runs from Sept. 1, 1997 to August 31, 1998.

### MARKETING STUDENTS WIN FUND-RAISING AWARD

Marketing students scored points recently with the American Marketing Association (AMA) for a basketball tournament they organized at the college this spring.

The students, members of the George Brown chapter of the AMA, picked up an award for Outstanding Fundraising Activities at the annual, interna-

tional AMA conference for students in New Orleans on April 19. Their three-on-three basketball tournament raised \$2,000 - surpassing their goal of \$800 - for the college's athletic programs and to offset the cost for 14 marketing students to attend the AMA conference where they learned of their award.

### CLARIFICATION:

In the April 1977 issue of City College News, the article *George Brown College to offer program leading to nursing degree*, said that Seneca College is part of a consortium with Centennial, Humber and George Brown to develop a new degree-granting program with Ryerson. Seneca is not part of this consortium.

George Brown College will not have degree granting privileges for this nursing program. Rather, George Brown nursing students will be able to graduate with a degree from Ryerson through a joint program that is being developed to meet health care system needs.

Changes in the health status of Canadians, technology, and health care delivery systems including increased community care are some of the reasons for the new baccalaureate program.

The first year of the four-year program is scheduled to begin in September, 1999.

## CITY COLLEGE NEWS

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The City College

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